

GOLDEN GATE UNIVERSITY

# EXPERIENCE DESIGN REQUIREMENTS DOCUMENT

**SEPTEMBER 2014**

*Prepared for*  
**GOLDEN GATE UNIVERSITY**

*Prepared by*  
**MKTHINK**





MKTHINK



---

# GOLDEN GATE UNIVERSITY

EXPERIENCE DESIGN REQUIREMENTS DOCUMENT

SEPTEMBER 2014

**Golden Gate Univeristy  
Experience Design**

**2014**

**Prepared by MKThink**

**Principal in Charge:** Nate Goore

**Project Manager:** Chloe Lauer

**Strategist:** Liz Lessig

**VP Consulting:** Doug Humphreys

*all content is proprietary and confidential*

# PREFACE

Golden Gate University faces a challenge that nearly every university encounters: an inconsistent, ineffective, and confusing wayfinding experience. This project investigates how the University can proactively shape and enhance the experience of the entire community through thoughtful design, the implementation of consistent signage, and other university-wide communication tools.

Our assessment revealed that existing signage and wayfinding does not consistently provide the correct information at the right time for each type of user. Students, faculty, staff, and visitors each have unique needs that demand a carefully crafted approach that delivers targeted content through a set of physical signage types that are strategically located in high-traffic, high-visibility zones.

Our solution, shown in chapters 4 (Programming) and 5 (Performance Specifications) on pages 33 and following, is divided into three scopes of implementation:

## **7D Scope:**

The scope of 7D is focused on the implementation of signage pertaining to the academic West Wing, including the elevator lobby of each floor. The elevator lobbies have immense potential due to the heavy pedestrian traffic created by the elevator use and the physical link the lobby provides between the academic and administrative wings of the building.

## **Unification Scope:**

Signage supporting the Campus Unification effort will focus on the first and plaza levels and the main entry lobby. This phase will focus on the initial entry experience and the connection to adjacent student-serving functions: the future Learning Commons, which includes the Library and the Center for Teaching and Learning Excellence, and One-Stop-Shop for student services. In addition, signage supporting the administrative East Wing, floors 2-5, will be installed.

## **Future Scope:**

Future scope is to install room identification digital signage that is linked to a university-wide scheduling system in all classrooms, group study rooms, and other shared facilities. Each room's screen will show whether or not the room is occupied and allow instant bookings or future bookings, either at the location itself or from a mobile application. This future implementation will encourage greater use of shared facilities by providing a transparent process for all users. In addition, this scope includes leveraging the west wing circular stairways as an opportunity for super graphics, developing an additional layer of wayfinding and brand identity that is bold and visually compelling. By encouraging greater use of stairwells, vertical circulation will be distributed throughout the building and in turn will ease the congestion in the elevators and elevator lobbies.

# TABLE OF CONTENTS

# 1 INTRODUCTION

---

PURPOSE..... 9  
CONTEXT.....10  
EXPERIENCE DESIGN ..... 11  
GUIDING PRINCIPLES ..... 12  
SCHEDULE OVERVIEW ..... 13

# 2 RESEARCH AND ANALYSIS

---

SITE ANALYSIS..... 15  
EXISTING STREET PRESENCE .....16  
ENTRANCE/EXIT ANALYSIS ..... 17  
FLOOR BY FLOOR ASSESSMENT ..18

# 3 STRATEGIC FRAMEWORK

---

DESIGN EXPERIENCE SUMMARY ..28  
PERSONA DEVELOPMENT..... 29  
PHOTO COLLAGE.....30  
JOURNEY MAPPING.....30  
KEY VALUES..... 31

# 4 PROGRAMMING

---

SIGN LOCATIONS..... 33

# 5 PERFORMANCE SPECIFICATIONS

---

CATALOGUE OF SIGNS..... 42  
DRAFT PRICING ..... 47

# 6 NEXT STEPS

---

NEXT STEPS .....49

# 7 APPENDIX

---

TABLE OF CONTENTS..... 51  
DETAILED PERSONAS..... 52

# 1 INTRODUCTION

---

## GGU STEERING COMMITTEE

**Bob Hite**, CFO and VP of Business Affairs

**Mike Koperski**, Director of Business Services and Facilities

**Terri Shultis**, Vice President of Human Resources

**Rachel Van Cleave**, Dean of the Law School

**Greg Egertson**, Associate Dean of Admissions at the Law School

**Scott Ciliberti**, CIO

**Barbara Karlin**, Vice President of Academic Affairs

**John Fyfe**, Executive Assistant to the President

**Tasia Neeve**, VP Advancements

## PURPOSE

---

It is critical to consider the overall experience of a person as he or she approaches, enters, moves through, and engages with the physical spaces that comprise Golden Gate University. How can that experience be shaped and enhanced in the future through thoughtful design, the implementation of consistent signage, and other communication tools?

The process and outcomes of MKThink and GGU's three-month Experience Design investigation is set out in this Requirements Document. The document assesses the existing user experience and proposes a strategic framework for creating an integrated experience that provides the right information at the right time for each type of user while elevating the GGU brand and identity. This project aims to instill pride in the institution and promote faculty, staff, and student engagement.

## CONTEXT

---

Golden Gate University (GGU) is an institution of higher learning specializing in Business, Accounting, Taxation, and Law programs for graduate and undergraduate students. GGU offers full-time and part-time programs with options for daytime, evening, and online coursework. Located in the Central Business District of San Francisco, Golden Gate University's location is ideal for educating working professionals and those returning to school after time away.

The University is in the middle of an era of significant and positive change. After completing the Phase 7 Master Plan in early 2013, GGU has undertaken a series of renovation efforts to upgrade and modernize its learning environment. To date, three phases have been completed and one additional phase is underway:

**1. Phase 7A** – Fourth Floor West Wing Classroom Renovation, completed September 2013.

**2. Phase 7B** – Third Floor West Wing Classroom and Lawyering

Skills Program Renovation, completed April 2014.

**3. Phase 7C** – Second Floor Lecture Halls and Signature Courtroom Renovation completed September 2014.

**4. Phase 7D** – Fifth Floor Classroom and Auditorium Renovation, currently being designed; construction to begin mid-December 2015.

In addition, the Board of Trustees' Finance and Operations Subcommittee has approved a plan to vacate GGU's current

operations at 40 Jessie Street and combine operations and education delivery into one building at 536 Mission Street. By June 30, 2015, all functions and personnel are to be moved out of 40 Jessie Street, making it available for the University to lease.

# EXPERIENCE DESIGN

---

Experience Design is the consideration of the multiple moments of engagement between users and a brand or institution, whether virtual or physical. Known as “touch points,” these moments generate ideas, emotions, and memories, and, when consciously created, can persuade, entertain, inform, and influence human behavior.

Prior to embarking on the current Experience Design effort, the University considered two scales of experience. First, the Campus Cohesion project investigated the impression GGU makes externally, as an urban campus situated within a business district. The project queried the following:

- What is the first impression of the building as one approaches from each direction?
- What image(s) do the buildings and exterior signs convey?
- Is that image consistent with GGU’s brand?

- How do both pedestrians and drivers perceive the University as passerbys?
- What opportunities exist to adjust the treatment of the exterior (paint, lighting, signage) that would create a more cohesive experience of the University, elevating the brand and identity of GGU and attracting new students?

Second, the Signage Standards project developed University-wide guidelines for analog interior signs that provide way-finding and donor acknowledgment. Signage for

Phases 7B and 7C was developed in accordance with the 2014 Signage Standards.

Given the renovations currently underway and the planned Campus Unification, the Experience Design effort presented in this document emerged from the gap between the work of the Campus Cohesion project and the Signage Standards project.

At the onset of the project, MKThink worked with GGU's Steering Committee to develop Guiding Principles that would define the physical identity and vision for the project, ensuring all fundamental goals of the project are met through implementation.

## GUIDING PRINCIPLES

---

### 1. Content – shall / shall be...

- Clear, direct, relevant, and quick
- Warm, welcoming, and “human”
- Consistent with the GGU brand and the overall university aesthetic: clean, professional, up-to-date, alive
- Integrated across platforms, especially mobile
- Promote student and employee engagement, instill pride in GGU, and represents GGU's vision and legacy
- Consider user needs (e.g. ESL) and incorporate visual cues / icons where possible

### 2. Engagement

- When required, select signs may be interactive to engage the user and provide an additional layer of personalized information; these must be easy to use.

### 3. Functions – primary, secondary, and tertiary functions for each sign shall be defined from the following choices:

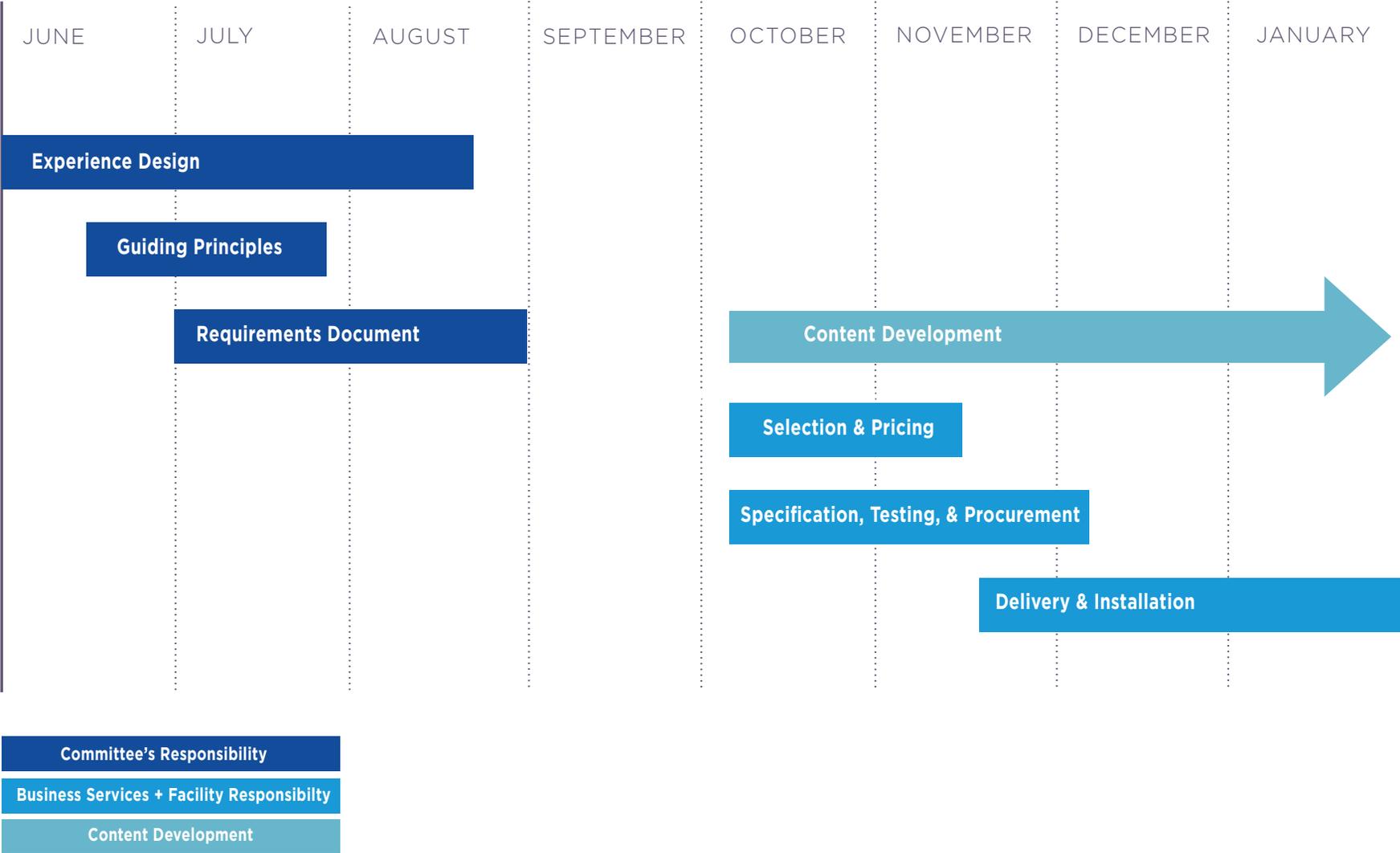
- Way-finding
- Internal News, Deadlines, and Calendars
- Promotion (of GGU related courses, events, activities) / Information
- Events Advertisement

- Brand, Identity, and Pride
- Emergency Response and Preparedness
- News
- Entertainment
- Advertisement (money generating)
- Other

### 4. Types and Locations

- A set of physical signage types and designs shall be specified
- Signage types and locations must align with each sign's function(s) and content
- Mounting will be elegant and thoughtful

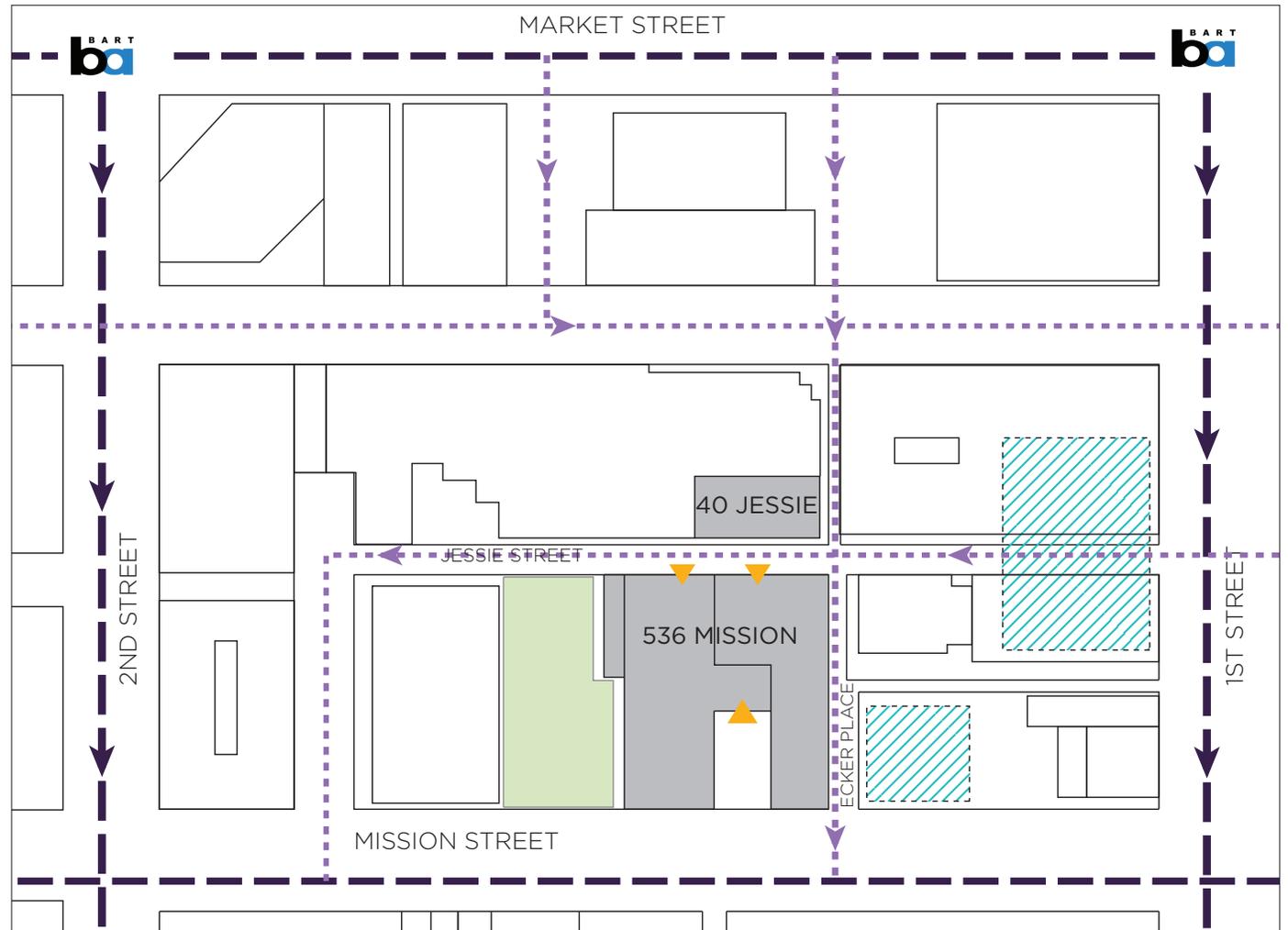
# SCHEDULE OVERVIEW



# **2 RESEARCH AND ANALYSIS**

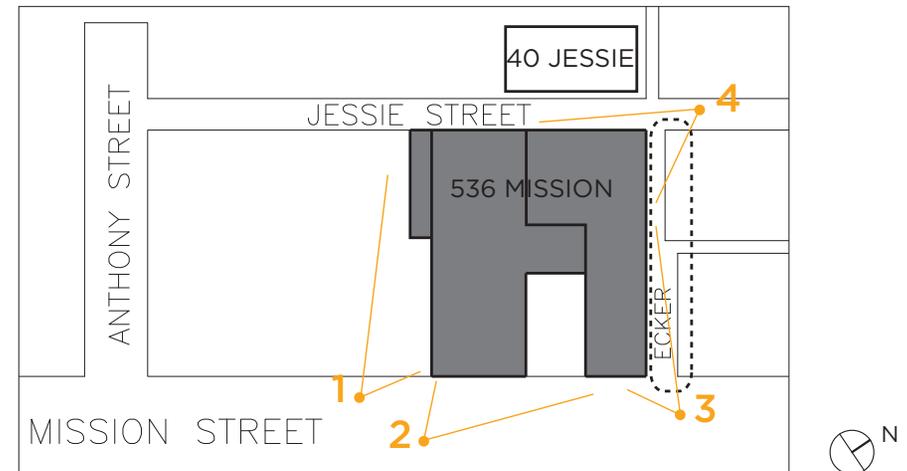
# SITE ANALYSIS

-  GGU Property
-  Primary Pedestrian Circulation
-  Secondary Pedestrian Circulation
-  Entrance
-  Future Development
-  Privately Owned Public Space



## EXISTING STREET PRESENCE

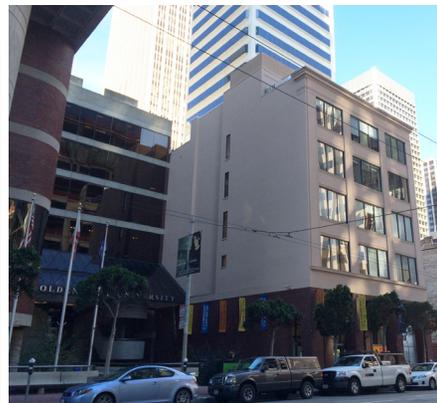
- Limited exterior way-finding / signage
- Pedestrian and vehicular traffic are not always aware of GGU's Campus
- Viewed as another mid-level brick and neutral facade among a sea of towers



### Four different views of GGU's 536 Mission Street building



1. View from 560 Mission Plaza



2. View from Mission Street



3. View looking down Ecker Place

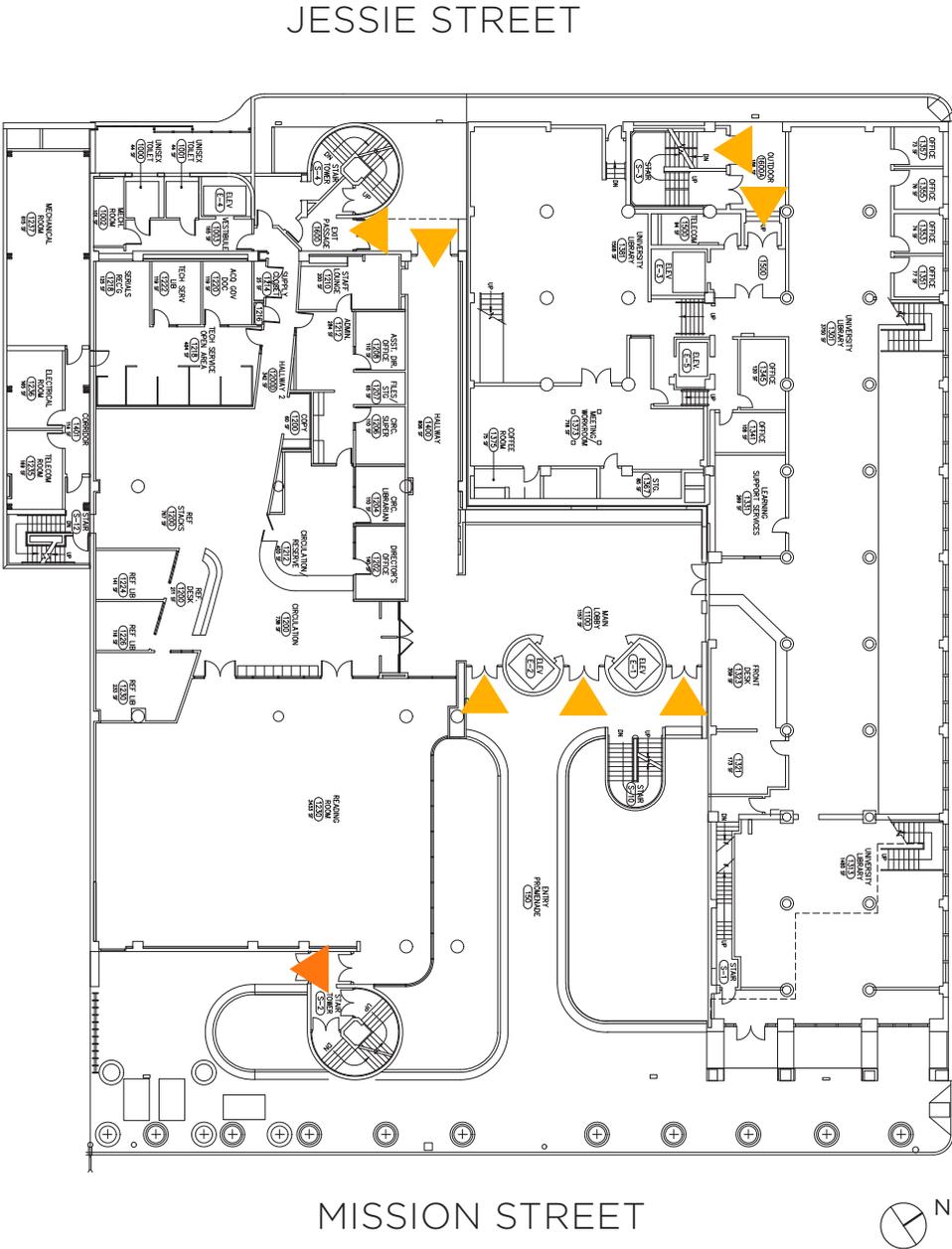


4. View from Jessie Street

# ENTRANCE / EXIT ANALYSIS

Multiple points of entry dilute the shared sense of identity and community and pose a design challenge: **to create a continuity of experiences when entering GGU.**

-  Entrance / Exit
-  Exit Only



ECKER PLACE

# FLOOR BY FLOOR ASSESSMENT

---

Having looked at a variety of constituencies and their pathways, the following diagrams of GGU by floor investigate the overall circulation patterns that exist.

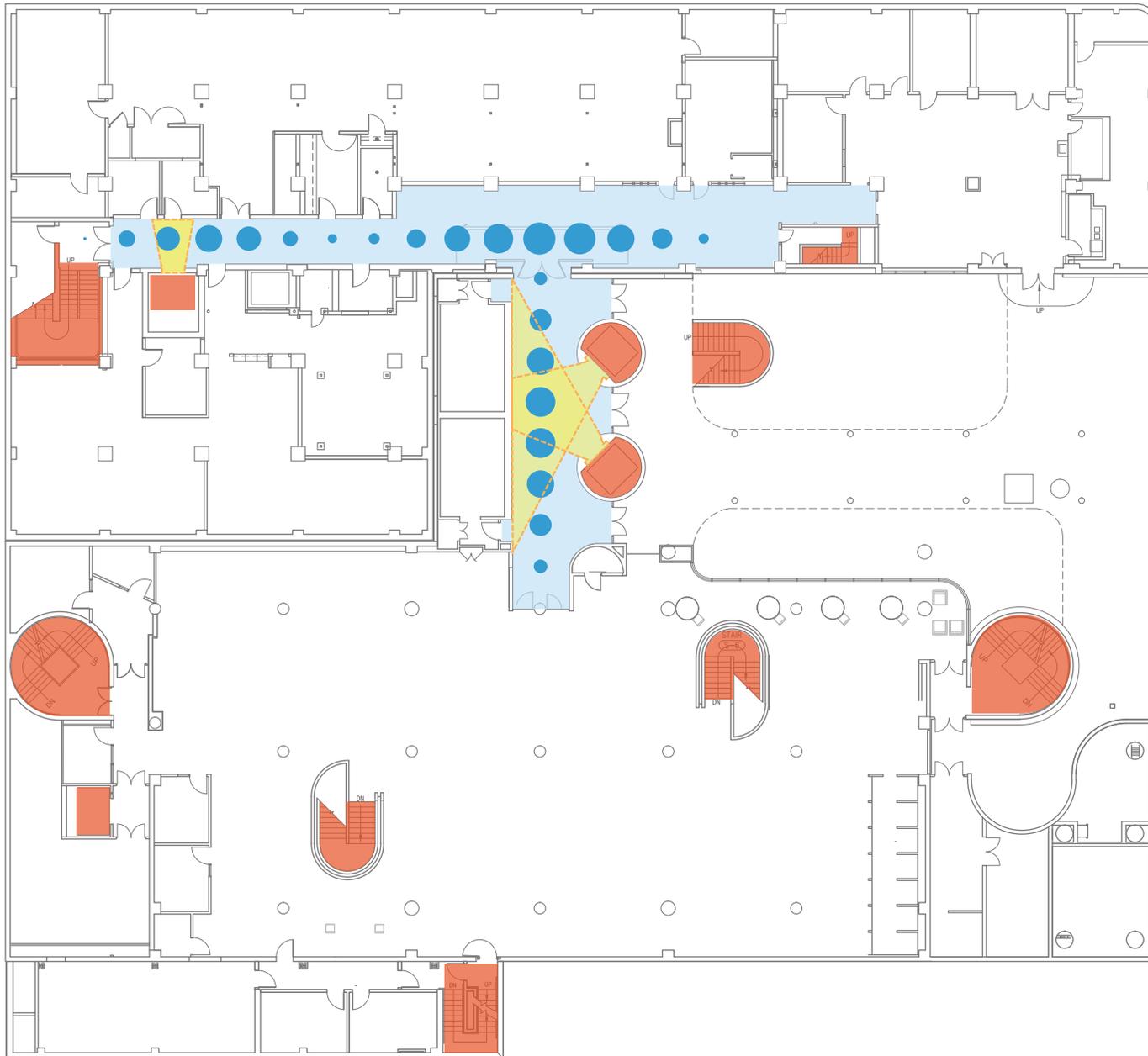
- Basement
- Plaza
- 1st Floor
- Mezzanine
- 2nd Floor
- 3rd Floor
- 4th Floor
- 5th Floor
- 6th Floor

# BASEMENT



- HIGH INTERACTION ZONE
- LOW INTERACTION ZONE
- ▼ VIEW FROM VERTICAL CIRCULATION
- PRIMARY CIRCULATION ZONE
- VERTICAL CIRCULATION

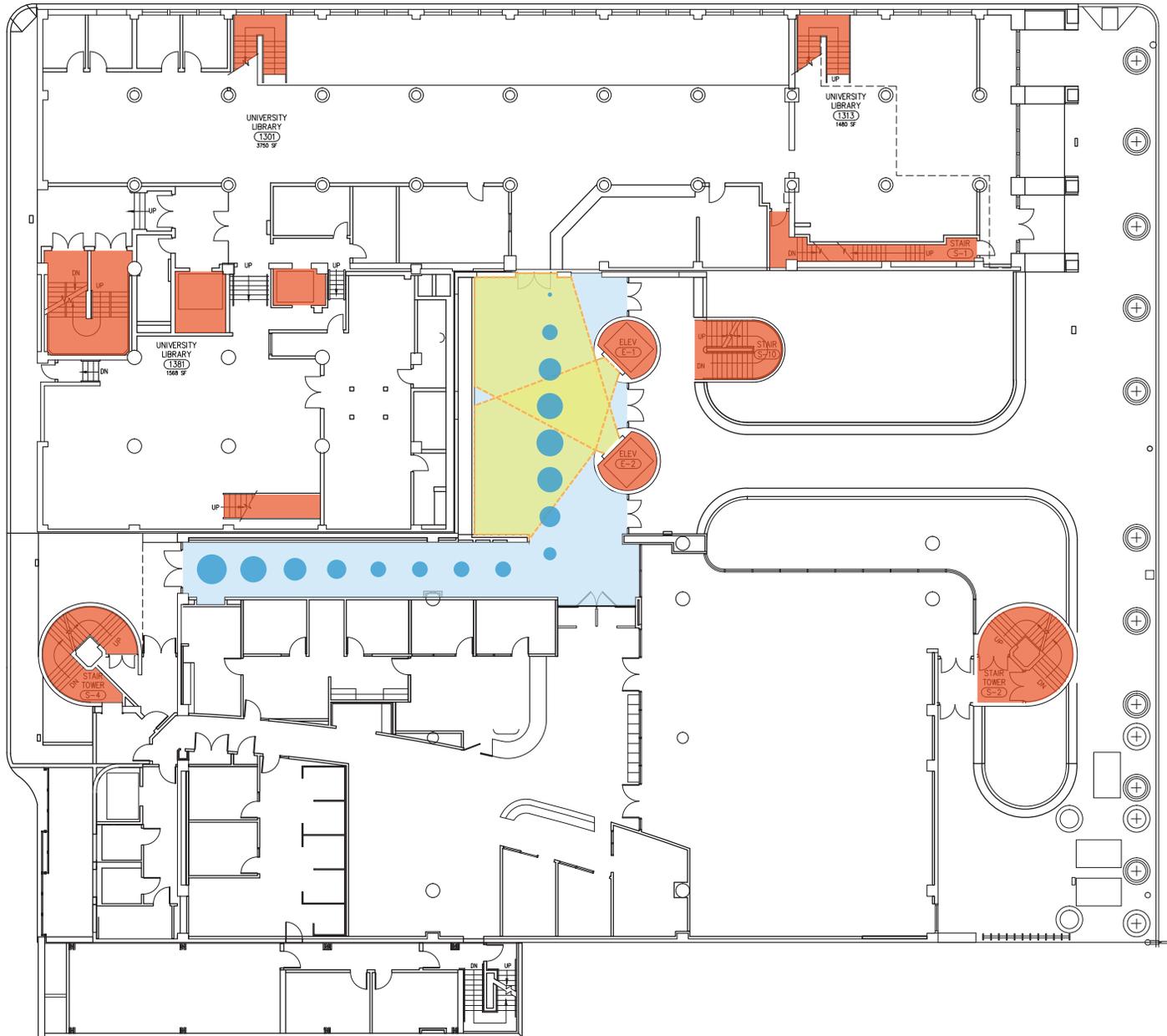
# PLAZA



- HIGH INTERACTION ZONE
- LOW INTERACTION ZONE
- ▲ VIEW FROM VERTICAL CIRCULATION
- PRIMARY CIRCULATION ZONE
- VERTICAL CIRCULATION



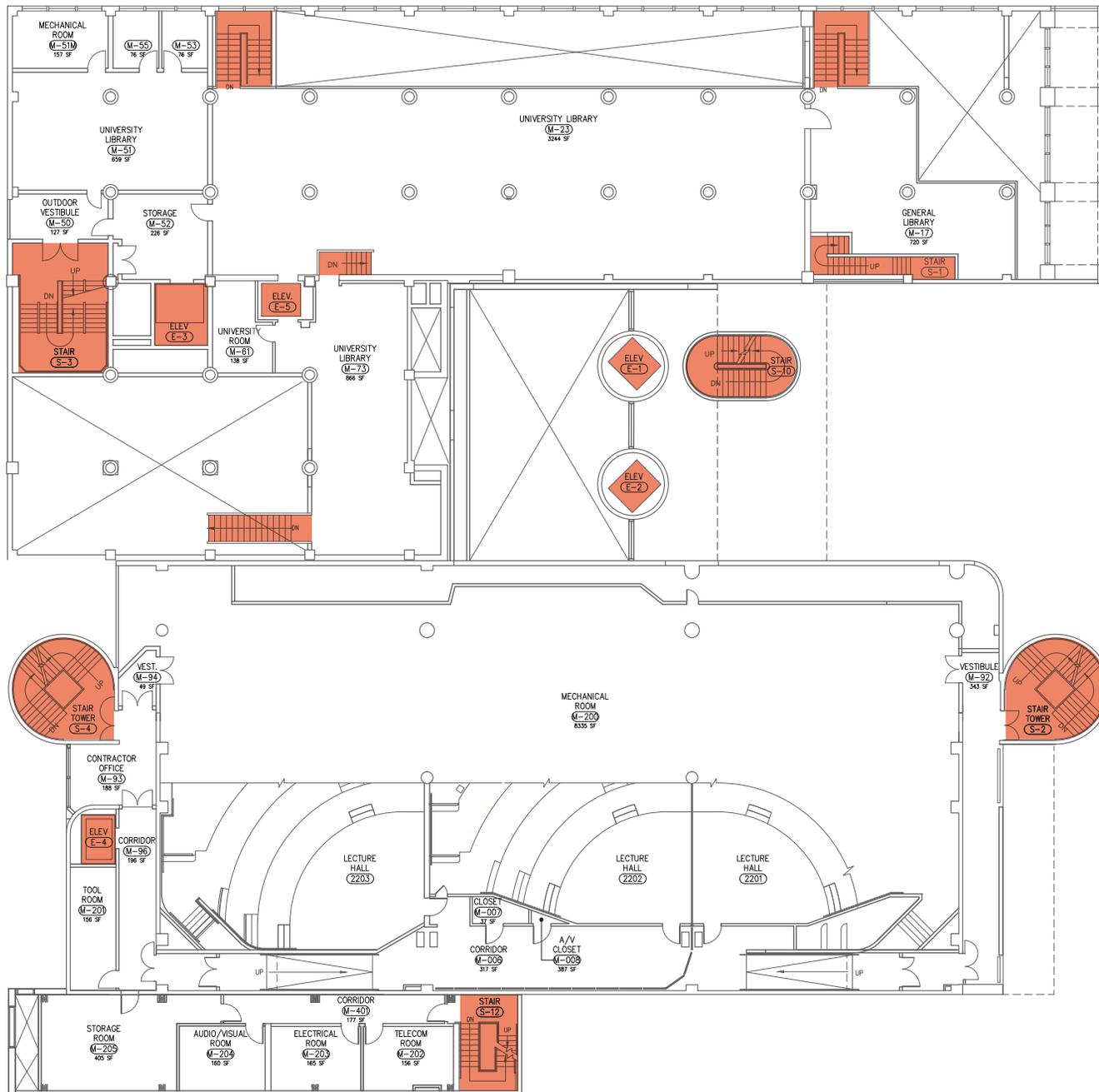
# 1ST FLOOR



- HIGH INTERACTION ZONE
- LOW INTERACTION ZONE
- ▶ VIEW FROM VERTICAL CIRCULATION
- PRIMARY CIRCULATION ZONE
- VERTICAL CIRCULATION



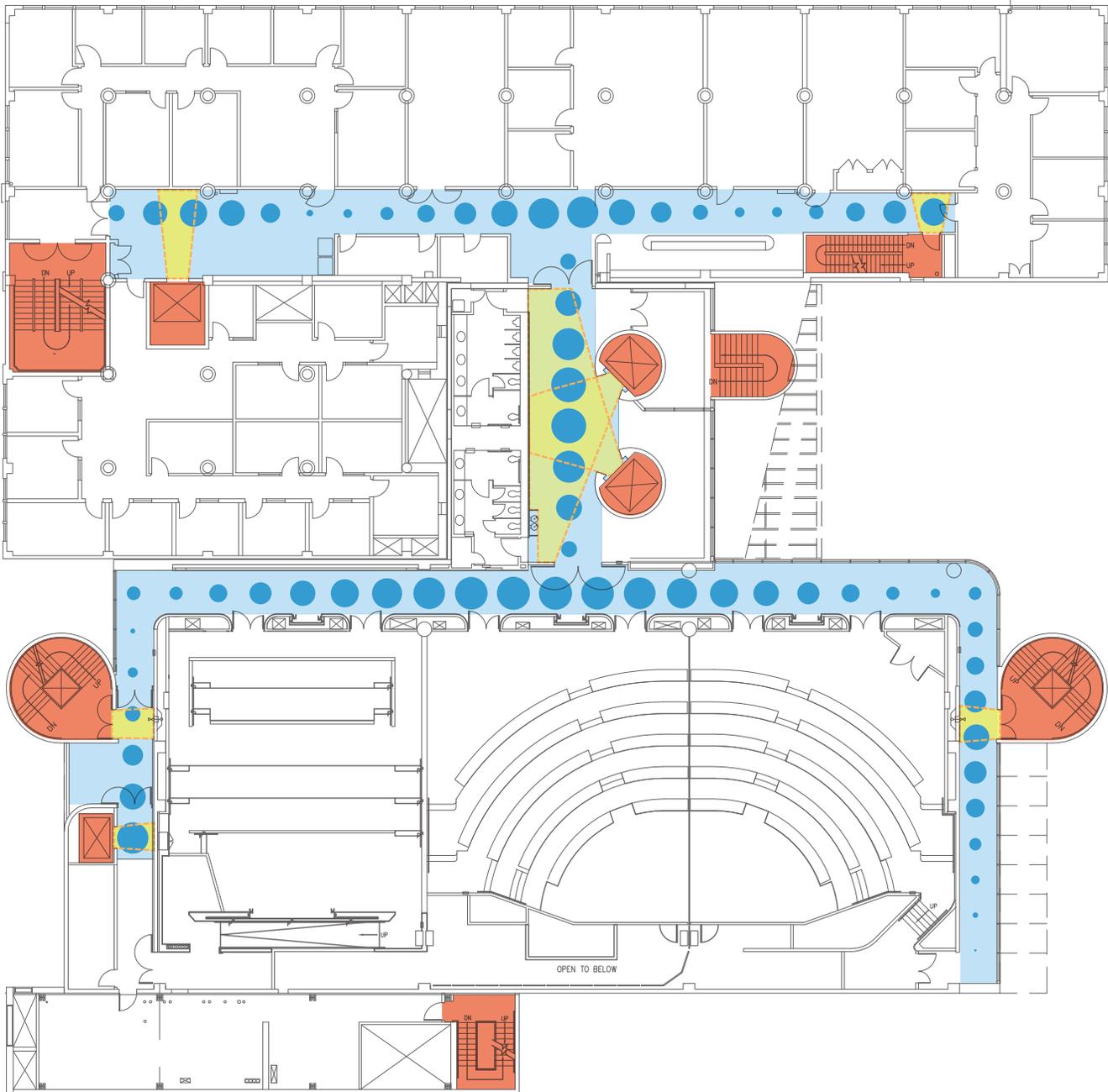
# MEZZANINE - FUTURE CIRCULATION PENDING CAMPUS UNIFICATION PLANS



- HIGH INTERACTION ZONE
- LOW INTERACTION ZONE
- ▶ VIEW FROM VERTICAL CIRCULATION
- PRIMARY CIRCULATION ZONE
- VERTICAL CIRCULATION



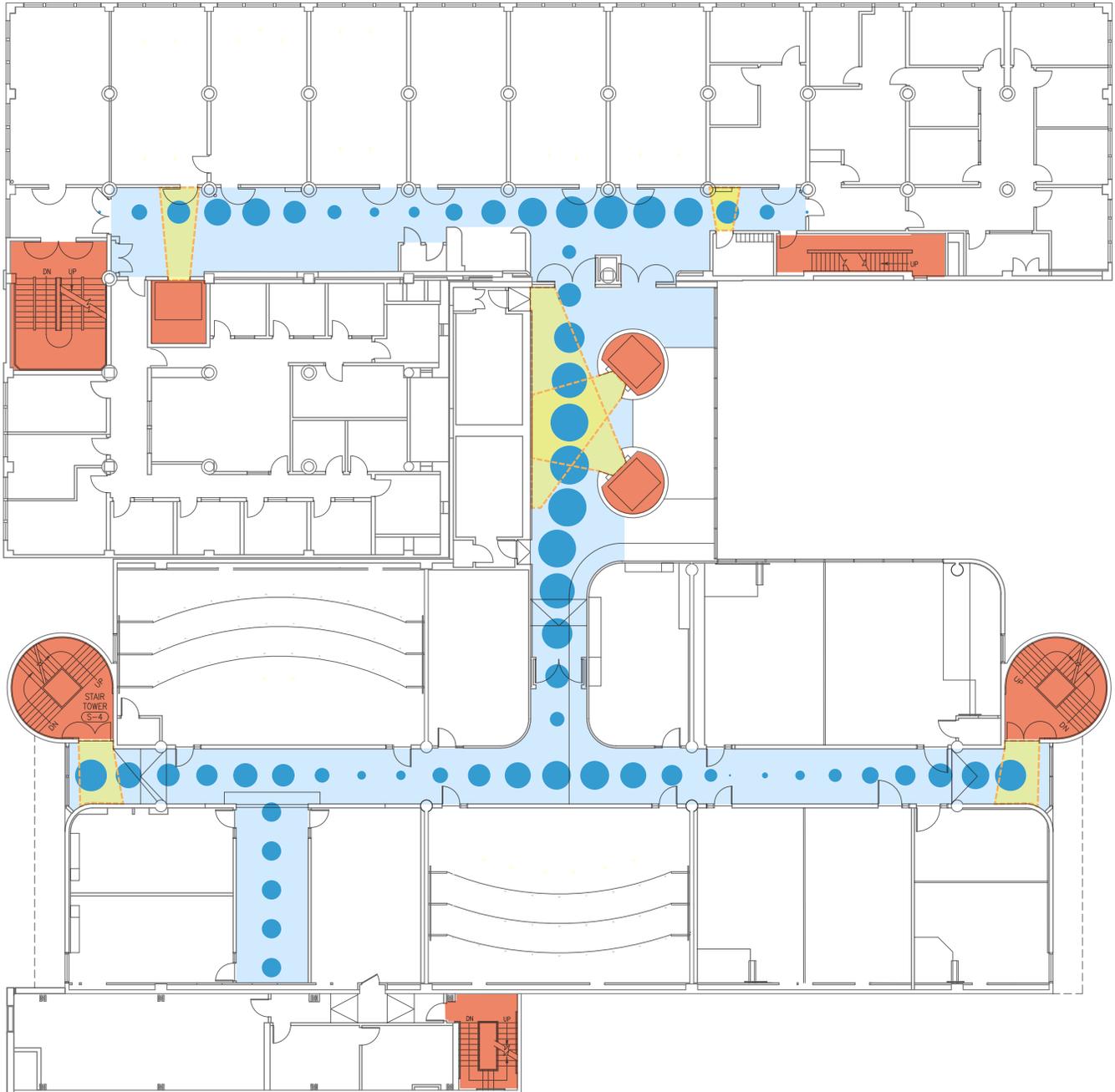
# 2ND FLOOR



- HIGH INTERACTION ZONE
- LOW INTERACTION ZONE
- ▶ VIEW FROM VERTICAL CIRCULATION
- PRIMARY CIRCULATION ZONE
- VERTICAL CIRCULATION



# 3RD FLOOR



- HIGH INTERACTION ZONE
- LOW INTERACTION ZONE
- ▲ VIEW FROM VERTICAL CIRCULATION
- PRIMARY CIRCULATION ZONE
- VERTICAL CIRCULATION



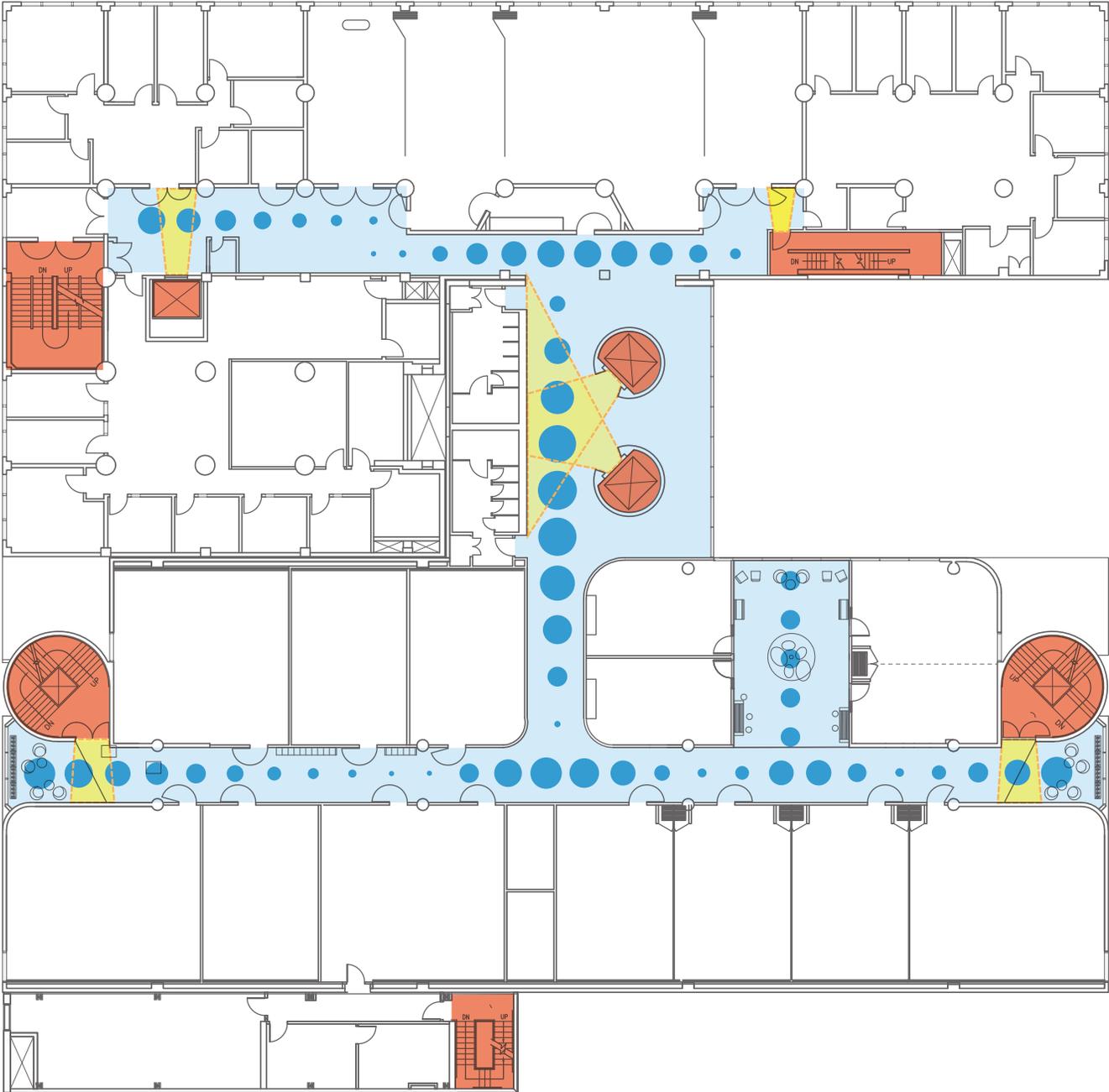
# 4TH FLOOR



- HIGH INTERACTION ZONE
- LOW INTERACTION ZONE
- ▶ VIEW FROM VERTICAL CIRCULATION
- PRIMARY CIRCULATION ZONE
- VERTICAL CIRCULATION



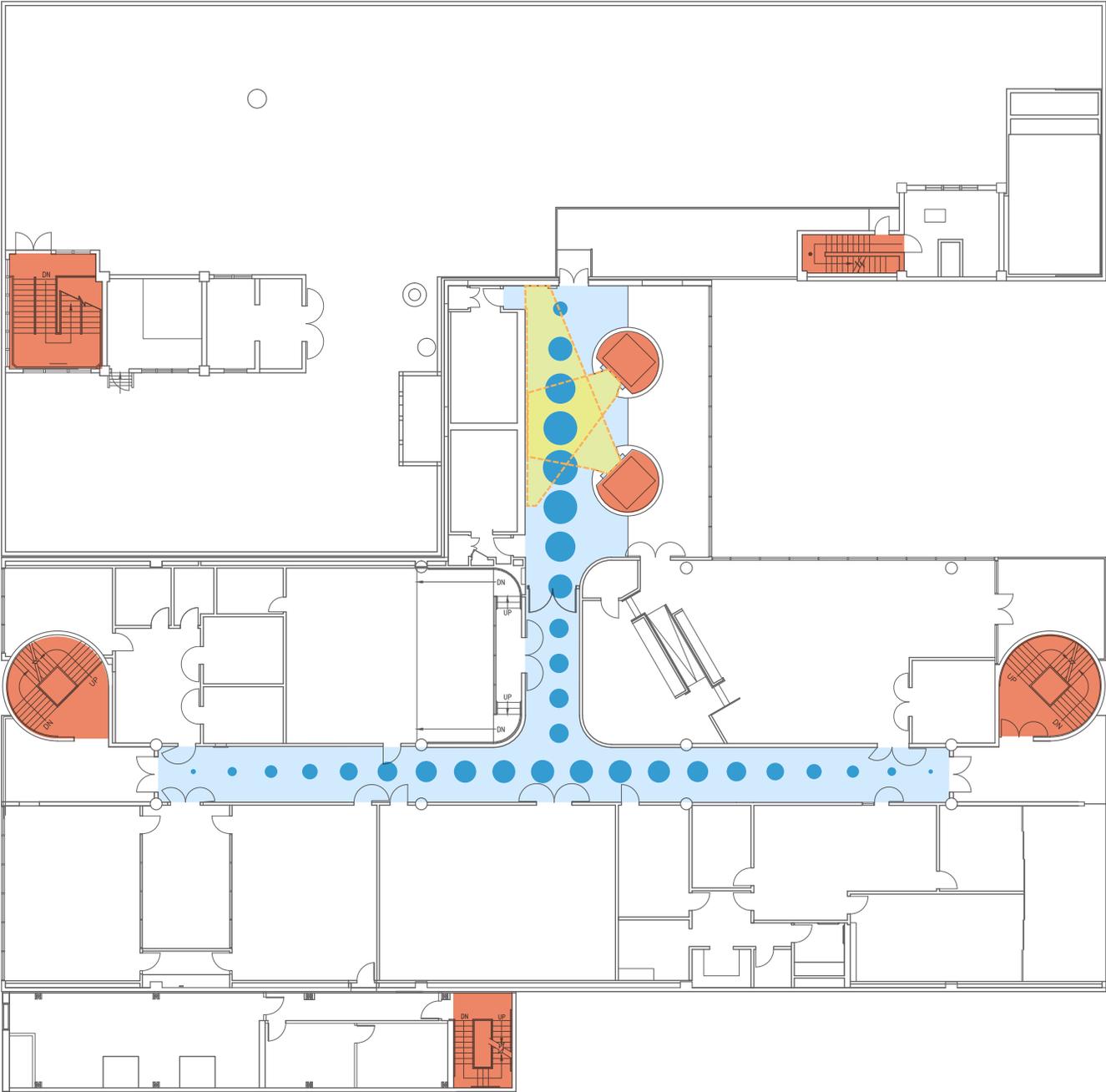
# 5TH FLOOR



- HIGH INTERACTION ZONE
- LOW INTERACTION ZONE
- ▲ VIEW FROM VERTICAL CIRCULATION
- PRIMARY CIRCULATION ZONE
- VERTICAL CIRCULATION



# 6TH FLOOR



- HIGH INTERACTION ZONE
- LOW INTERACTION ZONE
- ▶ VIEW FROM VERTICAL CIRCULATION
- PRIMARY CIRCULATION ZC
- VERTICAL CIRCULATION



# 3 STRATEGIC FRAMEWORK

---

MKThink synthesized the following three design exercises to determine a strategic framework:

- Persona development
- Photo collage
- Journey mapping

In addition, in conjunction with the Guiding Principles, MKThink distilled five key values that appeal to all users and inform the proposed programming of space:

- Promote connection to GGU
- Stimulate active engagement
- Provide relevant, timely information
- Guide and direct
- Elevate brand identity

# PERSONA DEVELOPMENT

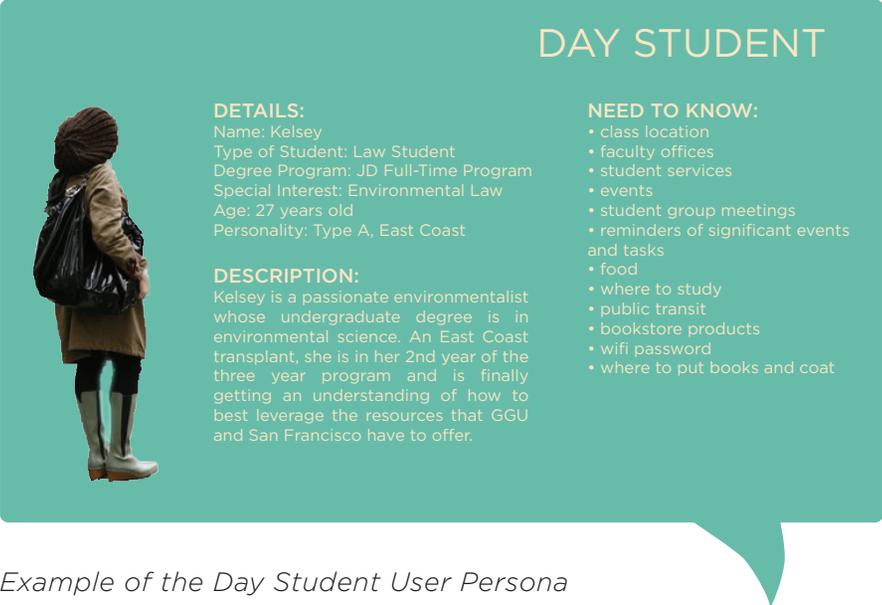
---

Golden Gate University's faculty, staff, and students have a diverse set of needs and desires. Working with GGU's Experience Design Steering Committee, we identified nine distinct personas that represent the range of users within the GGU community:

- Day student
- Night student
- Undergraduate student
- International student
- Prospective student
- Visitor(s) to GGU
- Full-time tenured professor
- Full-time staff member
- Part-time adjunct professor

For each persona, the Committee crafted a detailed description and then brainstormed what each representative users might be thinking: What do they need and want to know? What do they care about?

*See Appendix for details of all nine personas developed.*



**DAY STUDENT**

**DETAILS:**  
Name: Kelsey  
Type of Student: Law Student  
Degree Program: JD Full-Time Program  
Special Interest: Environmental Law  
Age: 27 years old  
Personality: Type A, East Coast

**DESCRIPTION:**  
Kelsey is a passionate environmentalist whose undergraduate degree is in environmental science. An East Coast transplant, she is in her 2nd year of the three year program and is finally getting an understanding of how to best leverage the resources that GGU and San Francisco have to offer.

**NEED TO KNOW:**

- class location
- faculty offices
- student services
- events
- student group meetings
- reminders of significant events and tasks
- food
- where to study
- public transit
- bookstore products
- wifi password
- where to put books and coat

*Example of the Day Student User Persona*



## KEY VALUES

MKThink distilled the three design exercises and Guiding Principles into five key values that would appeal to all users and personas. These values informed and guided the programming of space, way-finding, and signage recommendations presented in the following section of this document.

---

### PROMOTE CONNECTION TO GGU

---

Users want to feel a sense of belonging to GGU and to their schools and departments when they engage with signage. Signage content should be warm, welcoming, and “human;” it should be legible, clear and easy to understand by all.

---

### STIMULATE ACTIVE ENGAGEMENT

---

Many users want to be inspired to take action and engage with the GGU community outside of their course or job requirements. Signage should catalyze users to take action.

---

### PROVIDE RELEVANT, TIMELY INFORMATION

---

Users want to be apprised of internal news, deadlines, and events. Display of information should be clean, direct, and professional.

---

### GUIDE AND DIRECT

---

Users need to know how to find departments, rooms, and other locations; way-finding signage must be clear and quick to grasp.

---

### ELEVATE BRAND IDENTITY

---

Users want to be proud of GGU’s identity overall, as well as their individual program and department affiliations. Signage should be consistent with the GGU brand and University aesthetic.

# 4 PROGRAMMING

# SIGN LOCATIONS

---

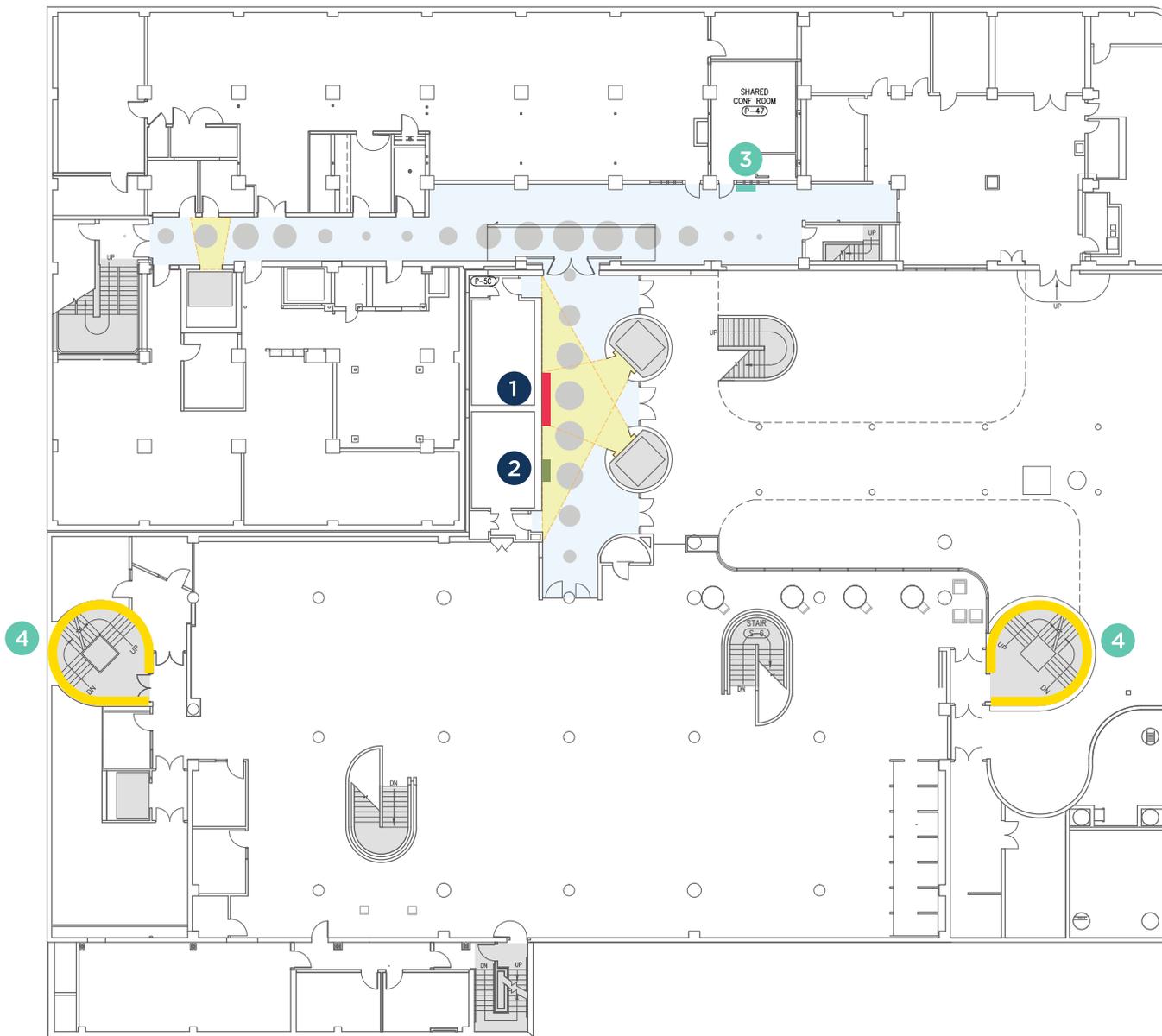
The Guiding Principles and Strategic Framework were used to develop the programming of signage across the different floors of 536 Mission Street.

With the establishment of circulation paths, analysis, and the Experience Design strategy, critical decision points and other key locations can be identified for placement of digital or analog signage.

Scopes of Implementation:

- 7D Scope
- Unification Scope
- Future Scope

# PLAZA



## 7D SCOPE

- 1 DIGITAL WALL MOUNTED SCREEN
- 2 FREE STANDING DIGITAL PILLAR

## UNIFICATION SCOPE

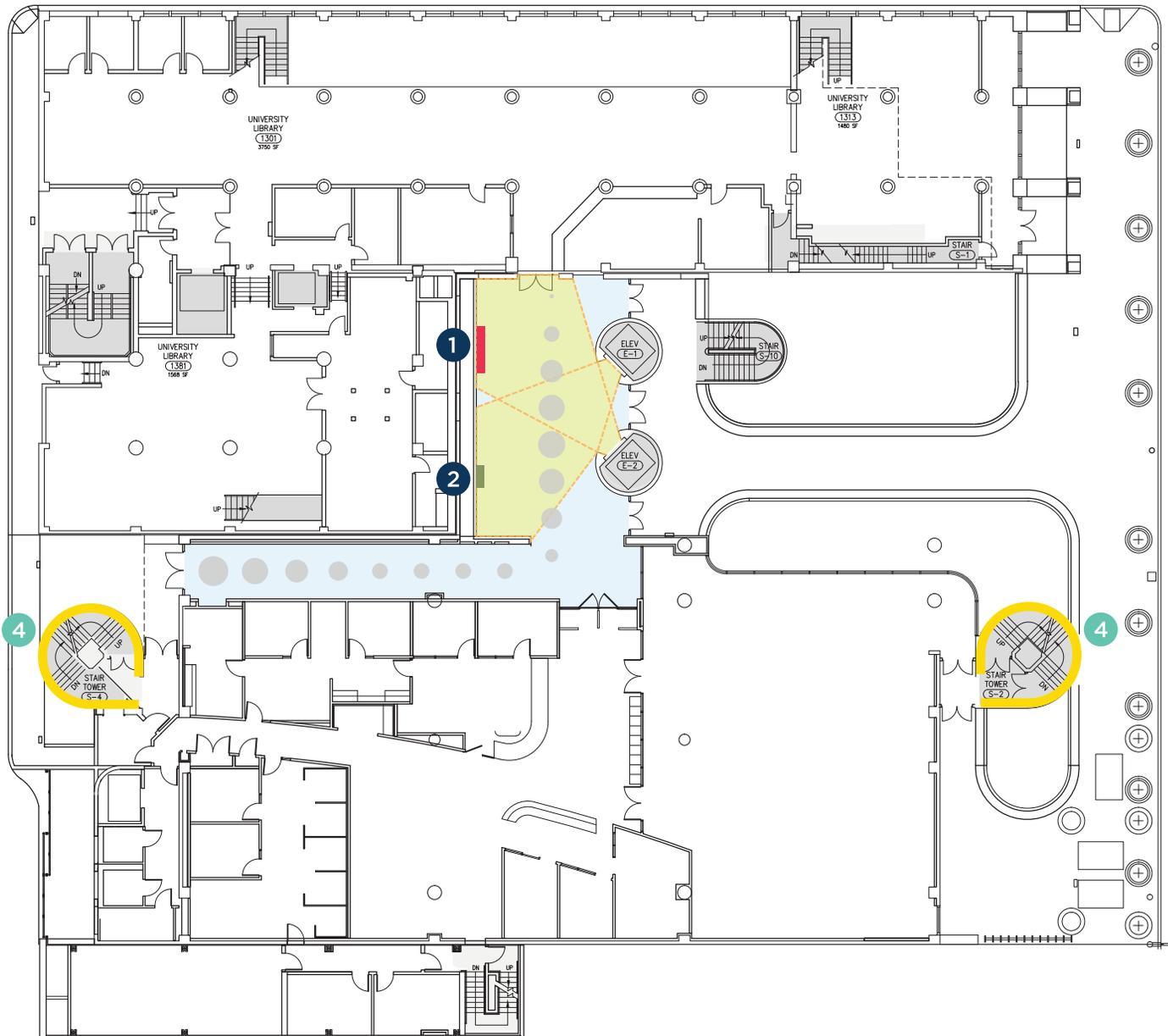
\*pending campus unification plans

## FUTURE SCOPE

- 3 ROOM IDENTIFICATION DIGITAL SIGN
- 4 SUPER GRAPHICS (analog)



# 1ST FLOOR



## 7D SCOPE

- **1** DIGITAL WALL MOUNTED SCREEN
- **2** FREE STANDING DIGITAL PILLAR

## UNIFICATION SCOPE

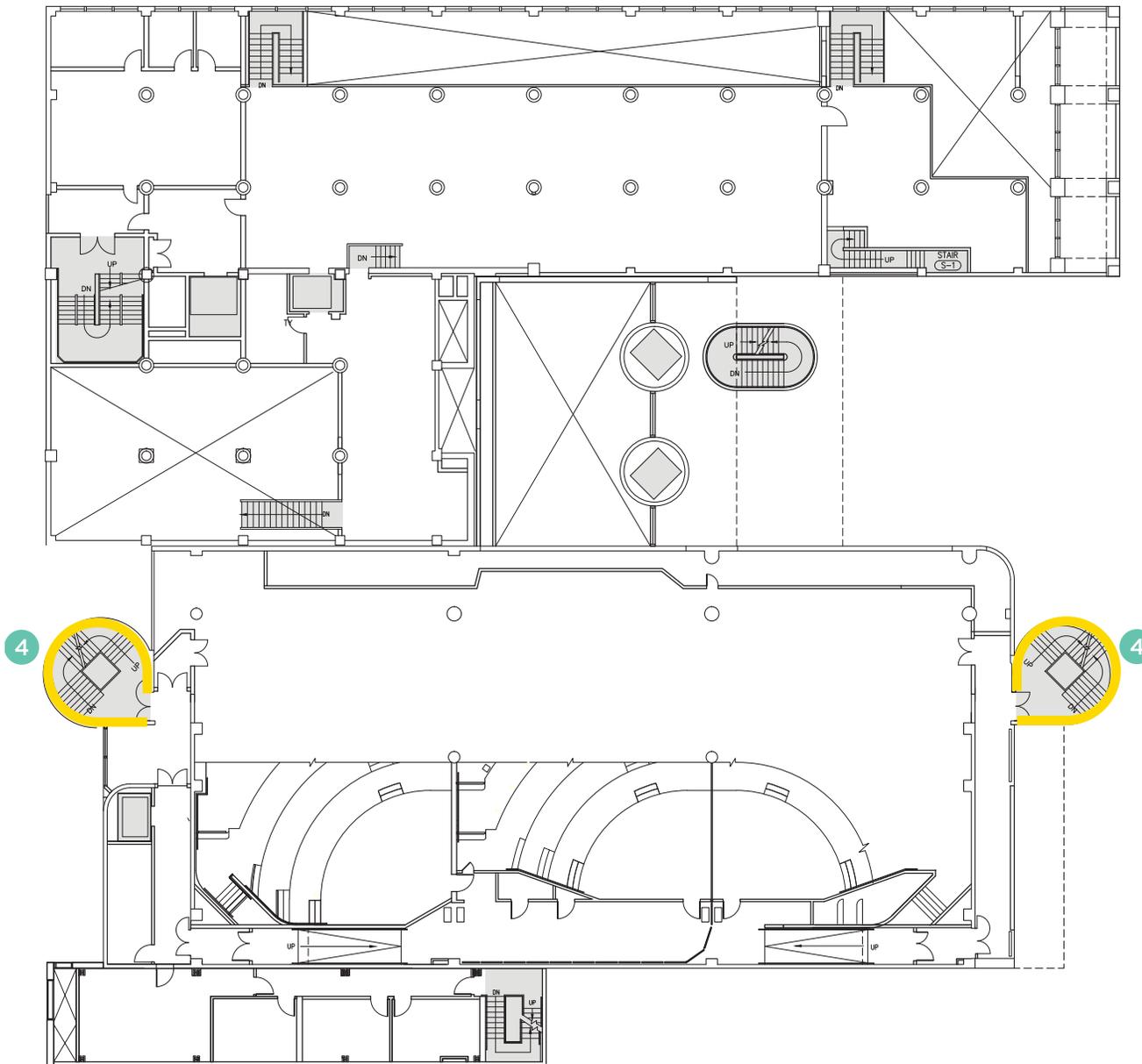
\*pending campus unification plans

## LONG TERM GOALS

- **4** SUPER GRAPHICS (analog)



# MEZZANINE



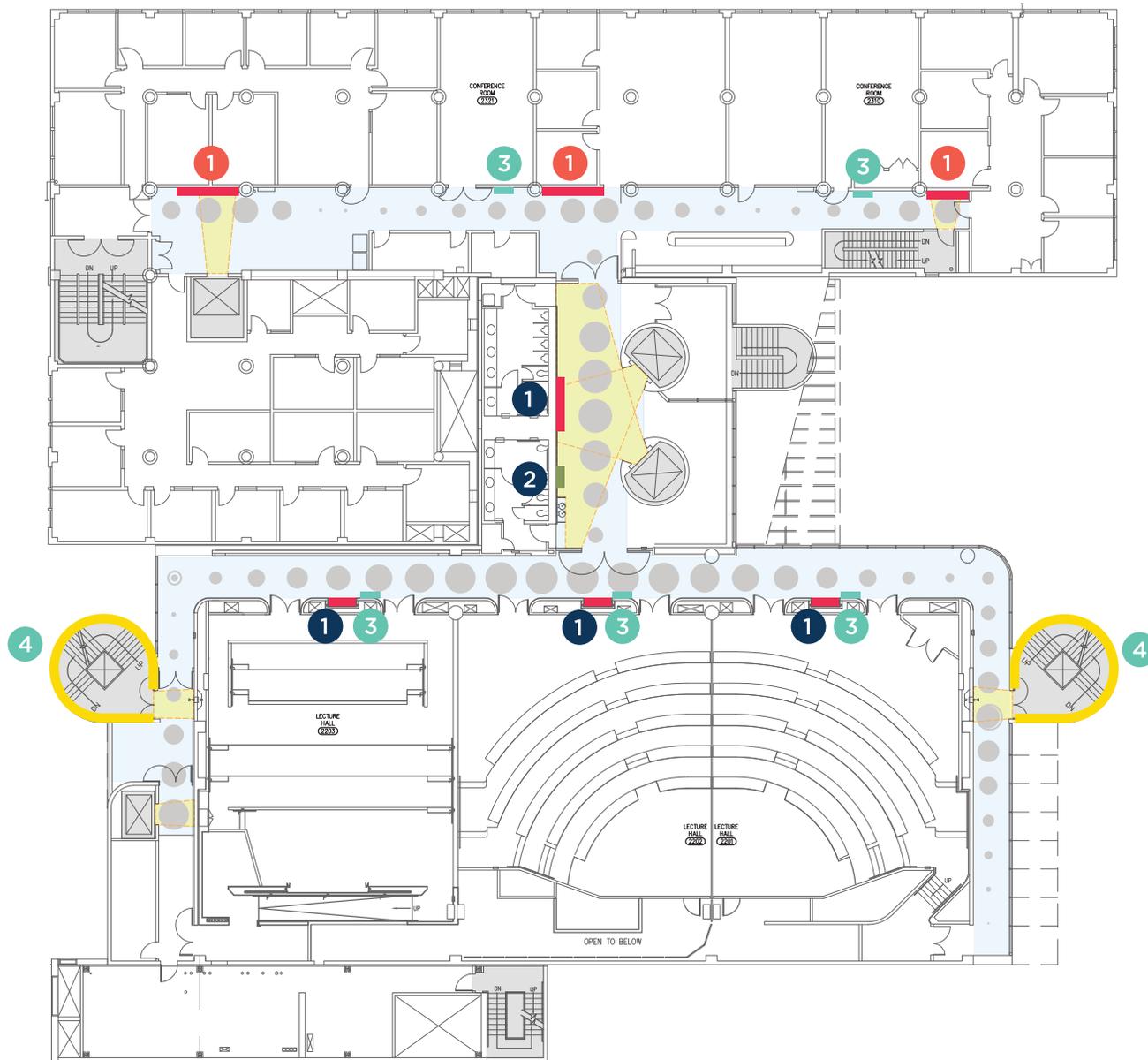
## UNIFICATION SCOPE

\*pending campus unification plans

## FUTURE SCOPE

4 SUPER GRAPHICS (analog)

# 2ND FLOOR



## 7D SCOPE

- **1** DIGITAL WALL MOUNTED SCREEN
- **2** FREE STANDING DIGITAL PILLAR

## UNIFICATION SCOPE

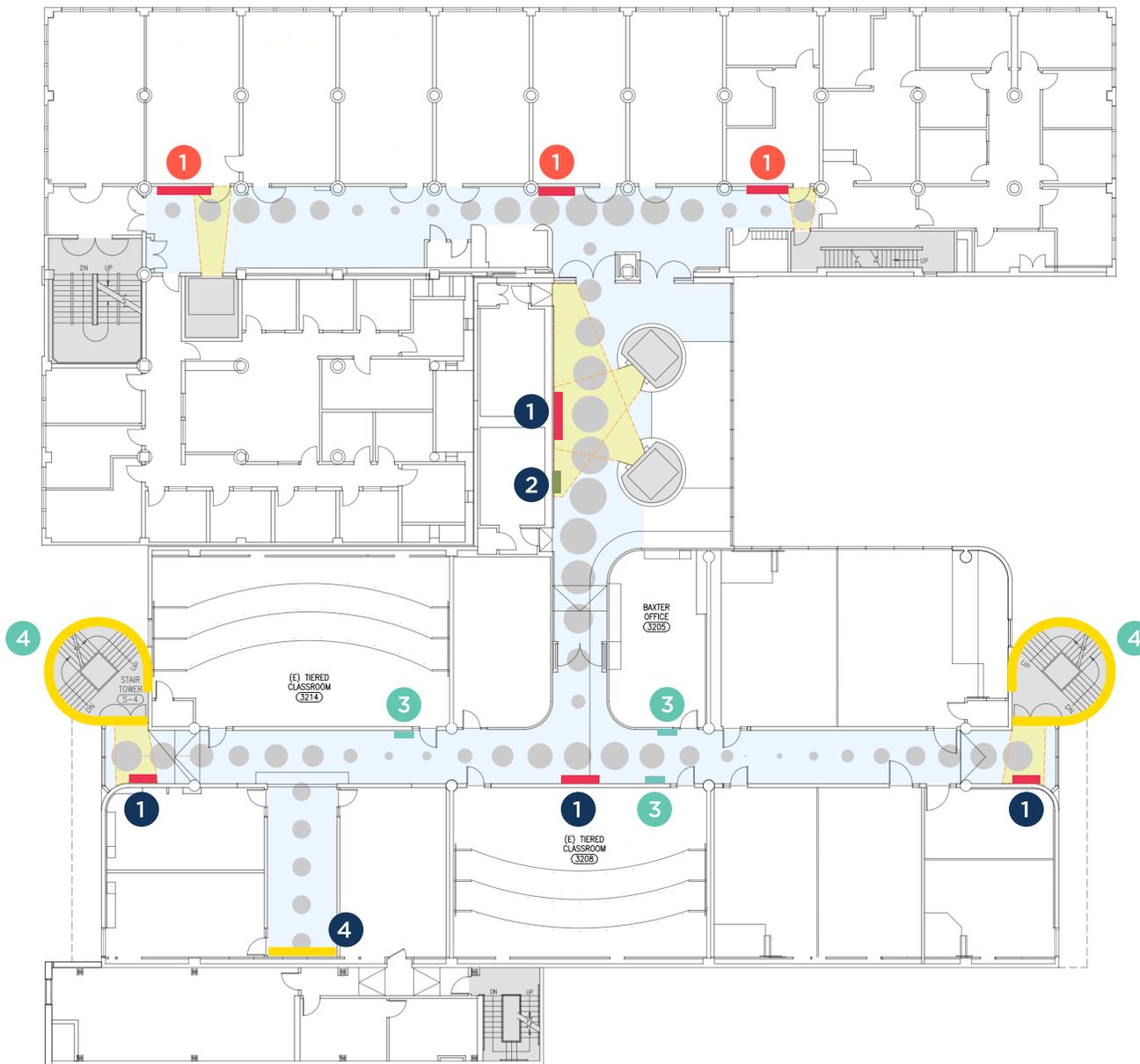
- **1** DIGITAL WALL MOUNTED SCREEN

## FUTURE SCOPE

- **3** ROOM IDENTIFICATION DIGITAL SIGN
- **4** SUPER GRAPHICS (analog)



# 3RD FLOOR



## 7D SCOPE

- **1** DIGITAL WALL MOUNTED SCREEN
- **2** FREE STANDING DIGITAL PILLAR
- **4** SUPER GRAPHICS (analog)

## UNIFICATION SCOPE

- **1** DIGITAL WALL MOUNTED SCREEN

## FUTURE SCOPE

- **3** ROOM IDENTIFICATION DIGITAL SIGN
- **4** SUPER GRAPHICS (analog)



# 4TH FLOOR



## 7D SCOPE

- 1 DIGITAL WALL MOUNTED SCREEN
- 2 FREE STANDING DIGITAL PILLAR

## UNIFICATION SCOPE

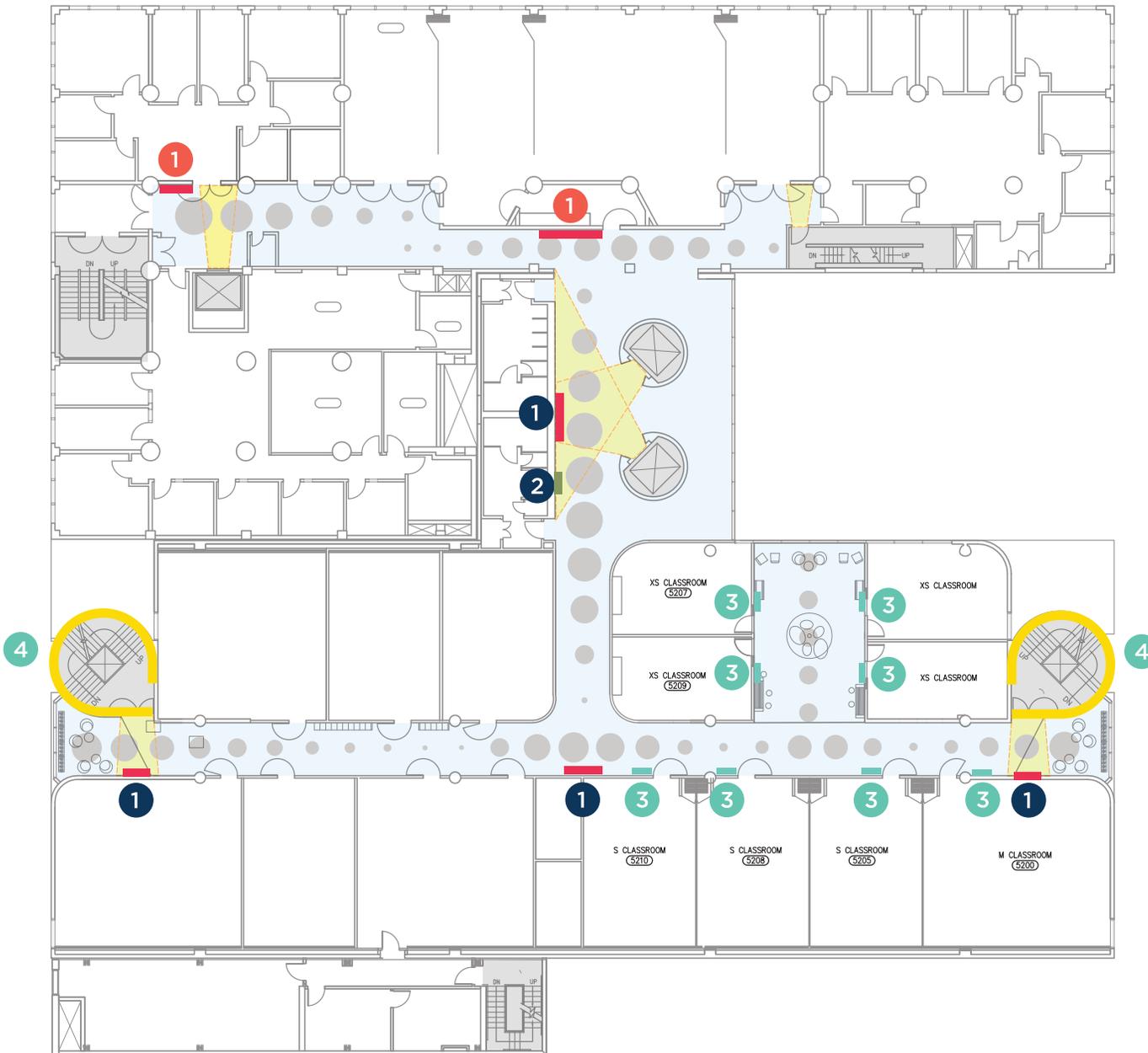
- 1 DIGITAL WALL MOUNTED SCREEN

## FUTURE SCOPE

- 3 ROOM IDENTIFICATION DIGITAL SIGN
- 4 SUPER GRAPHICS (analog)



# 5TH FLOOR



## 7D SCOPE

- **1** DIGITAL WALL MOUNTED SCREEN
- **2** FREE STANDING DIGITAL PILLAR

## UNIFICATION SCOPE

- **1** DIGITAL WALL MOUNTED SCREEN

## FUTURE SCOPE

- **3** ROOM IDENTIFICATION DIGITAL SIGN
- **4** SUPER GRAPHICS (analog)



# 6TH FLOOR

## 7D SCOPE

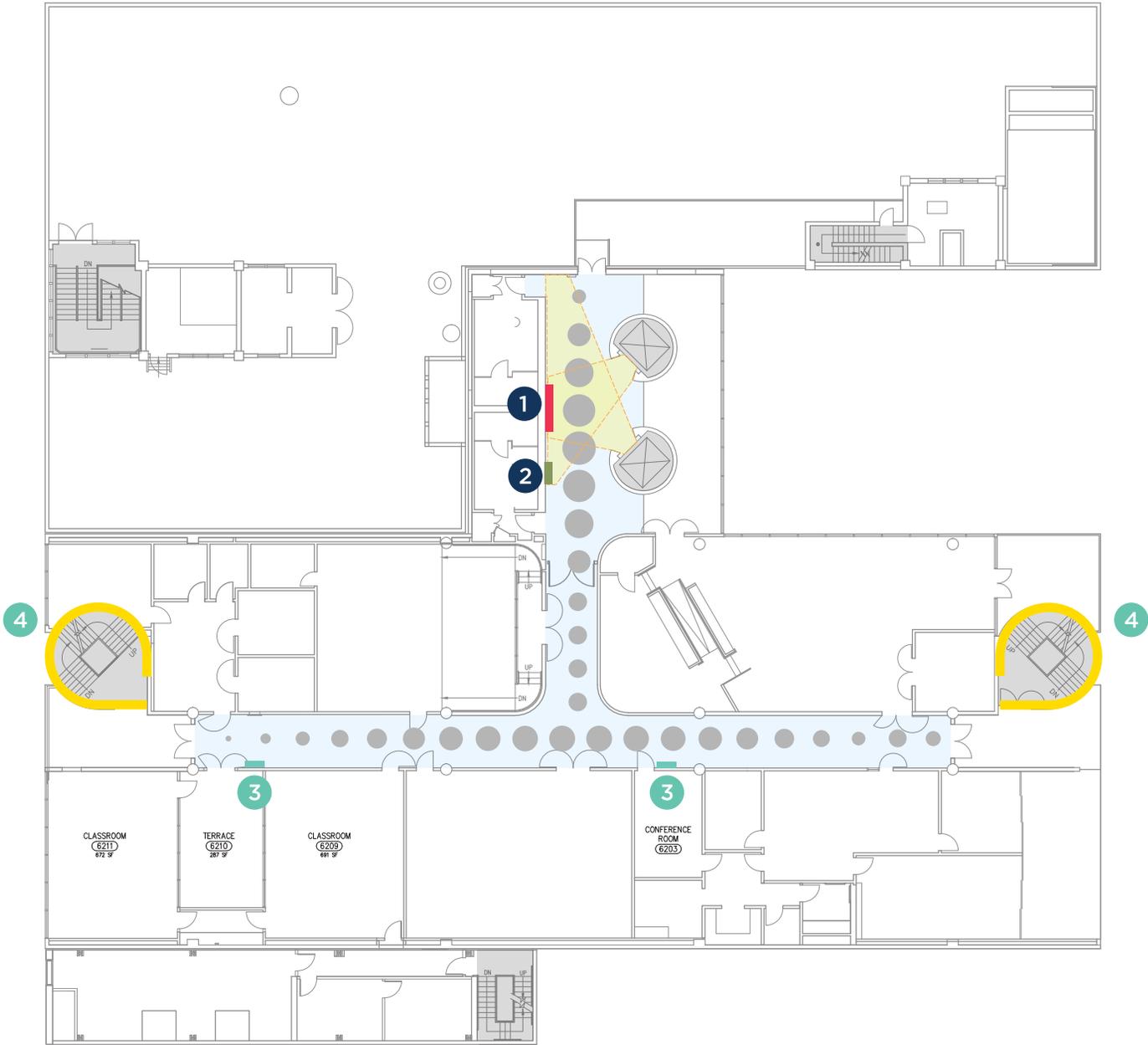
- 1 DIGITAL WALL MOUNTED SCREEN
- 2 FREE STANDING DIGITAL PILLAR

## UNIFICATION SCOPE

\*pending campus unification plans

## FUTURE SCOPE

- 3 ROOM IDENTIFICATION DIGITAL SIGN
- 4 SUPER GRAPHICS (analog)



# 5 PERFORMANCE SPECIFICATIONS

## CATALOGUE OF SIGN TYPES

---

In the form of a catalogue, we are able to explore a variety of key sign types and consider design alternatives that vary the forms, materials, palettes, color, typography, and content. In conjunction with the experience design strategy, different approaches to content and visual vocabulary can be developed.

# 1.

## WALL MOUNTED SIGNS

### A. INTERIOR

- **Digital Wall-Mounted Screen**

*Functions: Wayfinding (Directional/Identification), Information/Engagement, Brand/Identity*

- **Analog Wall-Mounted Lettering**

*Function: Wayfinding (Directional/Identification), Brand/Identity*

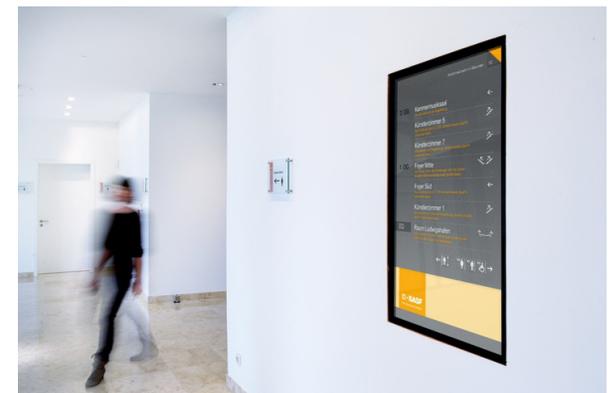
### B. EXTERIOR

- **Digital Wall-Mounted Screen**

*Functions: Wayfinding (Directional/Identification), Information/Engagement, Brand/Identity*

- **Analog Wall-Mounted Lettering**

*Function: Wayfinding (Directional/Identification), Brand/Identity*



# 2.

## FREE-STANDING SIGNS

### A. INTERIOR

- **Digital Pillars**

*Functions: Way finding (Directional, Identification), Information/Engagement, Brand/Identity*

- **Analog Pillars**

*Functions: Way finding (Directional, Identification), Brand/Identity*

- **Digital Podiums**

*Functions: Way finding (Directional, Identification), Information/Engagement, Brand/Identity, Inter-activity*

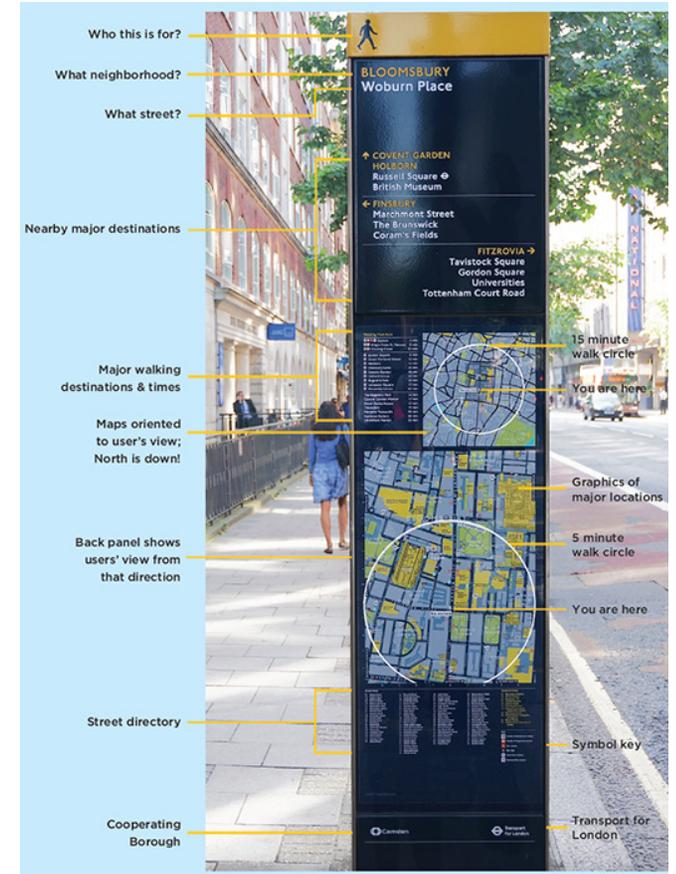
### B. EXTERIOR

- **Digital Pillars**

*Functions: Way finding (Directional, Identification), Information/Engagement, Brand/Identity*

- **Analog Pillars**

*Functions: Way finding (Directional, Identification), Brand/Identity*



Source: SPUR, <http://www.spur.org/publications/article/2014-08-23/urban-field-notes-never-lost-london>

# 3.

## ROOM IDENTIFICATION DIGITAL SIGN

### A. INTERIOR

- **Digital Room ID**  
*Functions: Wayfinding (Room Identification), Interactive (Ability to interface with booking system)*
- **Digital Room ID Pillars**  
*Functions: Wayfinding (Room Identification), Interactive (Ability to interface with booking system)*



# 4.

## SUPER GRAPHICS

### A. INTERIOR

- **Super Graphics**  
*Functions: Wayfinding (Directional/Identification), Brand/Identity*
- **Mural**  
*Function: Wayfinding (Directional/Identification), Brand/Identity*

### B. EXTERIOR

- **Super Graphics**  
*Functions: Wayfinding (Directional/Identification), Brand/Identity*
- **Mural**  
*Function: Wayfinding (Directional/Identification), Brand/Identity*



# DRAFT PRICING

---

Below is the following breakdown of signage cost budget by approximate percentages.

## **Digital Display(s): 25-45%**

This percentage is based on the number of hardware screen needed and the size of the screens

## **Digital Signage Hardware/Software: 10-20%**

This includes both the Hardware/Software components. This usually includes a software system and applications in direct interface with network computers

## **Digital Software: 5-15%**

All digital signage systems require content management software.

## **Design, Installation, and Ongoing Services (25-35%)**

This is an important part of the process, from project management, content development, installation, and technical support.

# 6 NEXT STEPS

## **Short Term**

- Decision to proceed from University Leadership
- Engagement with students, staff, and faculty to confirm approach
- Keep in mind changes in space use as Campus Unification plan develops

## **Long Term**

- Based on Requirements Document and engagement, develop detailed scope and pricing package; refine specifications
- Select vendor and finalize scope and pricing
- Develop content
- Integration of future mobile application
- Procure and test
- Deliver and install
- Launch

# 7 APPENDIX

# TABLE OF CONTENTS

---

- Detailed Personas
- Meeting Presentations\*<sup>1</sup>
- Meeting Notes\*<sup>1</sup>

NOTE:

\*1. To access the Meeting Presentation and Meeting Notes, please visit: <http://ggu.mkthinkstrategy.info/7d-experience-design.html>

For password and further information, contact: [office@mkthink.com](mailto:office@mkthink.com)

# DAY STUDENT



### DETAILS:

Name: Kelsey

Type of Student: Law Student

Degree Program: JD Full-Time Program

Special Interest: Environmental Law

Age: 27 years old

Personality: Type A, East Coast

### DESCRIPTION:

Kelsey is a passionate environmentalist whose undergraduate degree is in environmental science. An East Coast transplant, she is in her 2nd year of the three year program and is finally getting an understanding of how to best leverage the resources that GGU and San Francisco have to offer.

### NEED TO KNOW:

- class location
- faculty offices
- student services
- events
- student group meetings
- reminders of significant events and tasks
- food
- where to study
- public transit
- bookstore products
- wifi password
- where to put books and coat

## DETAILED PERSONA

# NIGHT STUDENT



### DETAILS:

Name: Miguel

Type of Student: Business Student

Degree Program: Master of Business Administration

Special Interest: Entrepreneurship

Age: 35 years old

Personality: Motivated

### DESCRIPTION:

Miguel is a Bay Area native who grew up and still lives in Walnut Creek getting his masters degree in Business. He works full-time in the Financial District in sales at a tech start up and commutes by BART; he loves the University's convenient location. After graduating, he plans to start his own business.

### NEEDS (TO):

- BART and muni updates
- info on where classes are
- ability to check in on family
- food! where? what's open at night?, coffee
- sports scores, news, weather
- where to find his advisor
- access to work email on phone
- coordinate with class team
- check that classroom technology is set up for presentation tonight
- pay his tuition bill
- schedule classes for next term
- know how far along he is on the path to completion
- network at panel discussion
- find local events of interest
- get books from locker

# PROSPECTIVE STUDENT



### DETAILS:

Name: Jonas

Type of Student: Business and Law

Possible Degree Program: MBA/JD

Special Interest: Corporate Law

Age: 26

### DESCRIPTION:

Jonas moved to San Francisco from Minnesota a few years ago and has recently arrived at a professional focus and clear educational pathway. He is looking at joint MBA / JD programs in the Bay Area that will prepare him for work at the intersection of law, technology, and entrepreneurship. He may skip the academic route and choose to join a tech company and learn on the job.

### NEEDS:

- detailed program information - is the education relevant?
- application information & online location
- student success information - Bar pass rates, etc.
- student services
- new/potential student events
- up to date social media links
- where to meet other prospective students
- potential work/study locations with tech or start-up connections
- wifi password
- latest news from the HUB, RocketSpace, WeWork
- a strong first impression

# UNDERGRADUATE STUDENT

### DETAILS:

Name: Heather

Type of Student: Business Student

Degree Program: Bachelor of Science

Special Interest: Accounting & Auditing

Age: 35

Personality: Warm, honest, stressed, low self esteem in terms of school

### DESCRIPTION:

A mother of three, Heather is returning to school to complete her undergraduate education. Her facility with highly detailed numerical work has led her to pursue this degree, and she is very excited! Now that her youngest is in school, she has more time to devote to her own pursuits. At the same time, she is nervous about her academic performance.

### NEEDS:

- ongoing coaching, tutoring, encouragement and support
- class times and locations
- financial aid services
- how to transfer credits
- student services/advisors
- academic support/tutoring
- success stories of people in her position
- understanding of her plan for degree completion
- how to use online portal
- public transportation info
- a place to study where she can focus apart from her kids
- supportive classmates
- how and where to purchase/borrow books
- quick/close food options



# INTERNATIONAL STUDENT



### DETAILS:

Name: Ming

Type of Student: Business Student

Degree Program: Master of Business Administration

Special Interest: Micro finance

Age: 27

Personality: Entitled, wealthy, bright

### DESCRIPTION:

Ming is a very driven student from Beijing, China. While she has a working knowledge of English, she is still shy about speaking during class and giving presentations. Therefore, she is enrolled in the GGU PLUS (Preparation in Language and University Studies) program. Her family has high expectations for her and her education.

### NEEDS TO KNOW:

- class locations
- faculty offices
- student services/advisors
- PLUS and tutoring services
- social and networking events
- San Francisco cultural events
- how to learn more about the business world in the USA and the local community in SF
- legal services, visa information
- where to buy ethnic food
- where to study
- public transit information in her own language
- wifi password
- where to put personal belongings during the day - is on campus for many hours
- international news and entertainment

## DETAILED PERSONA

# VISITOR(S) TO GGU



### DETAILS:

Names: Alice and Amit  
Roles: Recruiters from Deloitte  
Special Interest: Entrepreneurship  
Ages: both 28 years old  
Personalities: Serious, formal, observation, forming opinions

### DESCRIPTION:

Alice and Amit work at Deloitte and are representing their company at a job fair hosted by GGU. They have never been to GGU before and need to know how to get to the event and who to ask for help should they run into any challenges as they set up their booth. They expect a great turnout of GGU students!

### NEED:

- to feel welcomed; want to feel special
- parking
- directions to room
- wifi instructions / access
- technology instructions
- GGU point person / access to help if needed
- awareness of emergency messaging
- materials
- awareness of which room they are in

# FULL-TIME TENURED PROFESSOR



### DETAILS:

Name: Caroline

Type of Faculty: Full-Time Professor

Class Location: Business School

School Interests: Advising & mentoring

Age: 60

Personality: kind, loyal, respectful

### DESCRIPTION:

Caroline has been teaching at GGU for over 25 years. She is proud of GGU and loves mentoring students and has a few close relationships with other tenured professors in her school. Recently, she started working with a Law Professor on a scholarly collaboration. She is open to some new technology but is very busy, so blogs only occasionally.

### NEEDS TO KNOW:

- faculty events
- professional development
- online grading tools
- online class tools
- lectures and panel events
- how best to communicate with her student mentees
- how to share her accomplishments with GGU
- how to book a classroom online
- neighborhood restaurants
- best places to park when she teaches at night
- what's new at GGU
- what's happening in broader SF business community

## DETAILED PERSONA



# FULL-TIME STAFF MEMBER

### DETAILS:

Name: Thomas

Position: Student Services Director

Special Interest: Wine

Age: 40

Personality: hard working, keeps to himself

### DESCRIPTION:

Thomas has been working at GGU for over 15 years. He is connected with some staff members but does not know many of the newer ones.

Thomas is loyal to the school and his department and interested in knowing what is happening on campus, even if he does not attend many events.

### NEEDS TO KNOW:

- his staff's pain points
- important meetings
- staff events
- shared lounge location
- University schedule & holidays
- what the next generation of students is expecting in the realm of student services
- how to update the GGU mobile app with the latest information from his department
- staff Wellness Program updates and notifications on his team's stats
- quick lunch options
- where to run errands

# PART-TIME ADJUNCT PROFESSOR



### DETAILS:

Name: Andrew

Position: Adjunct Professor

Height: very tall

Works: in the city; walks to GGU

### DESCRIPTION:

Andrew is a dedicated adjunct professor and loves working with GGU students. Besides teaching, he also mentors students within a special-interest club. He likes to stay aware of what's going on around campus and participates when he can, which isn't too often, since he has a full-time job and a family!

### NEEDS:

- office or space to prep
- place to put his stuff
- info NOW because rushed
- place to meet with students
- info about GGU services/hours
- to know key events, milestones, and school activities

### QUESTION:

- How can GGU get him aligned with and clear on school pride, vision, identity, procedures, and policies?

MKTHINK  
the IDEAS company for the built environment